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DEC 12 2023

CONSUMER PROTECTION

December 8, 2023

**VIA MAIL**

Consumer Protection Bureau  
Office of the New Hampshire Attorney General  
33 Capitol Street  
Concord, NH 03301

Dear Sir or Madam:

On behalf of Red Roof Inns, Inc., ("Red Roof"), and pursuant to N.H. Rev. Stat. Ann. §359-C:20, this letter provides notice of a recent data security incident. By providing this notice, Red Roof does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

On September 23, 2023, Red Roof detected suspicious activity within its systems and immediately began an investigation. The activity was soon identified as bearing the hallmarks of a ransomware attack, including the encryption of a limited subset of Red Roof data. Upon discovery, Red Roof immediately took the affected systems offline and began working to remedy the situation, including resetting passwords and reporting the situation to federal law enforcement.

Red Roof engaged leading data security professionals to support its investigation and response. Red Roof's investigation found that an unauthorized actor gained access to a limited number of Red Roof's systems before deploying ransomware. The investigation was also able to confirm that a limited amount of data was copied from Red Roof's network. Accordingly, Red Roof analyzed the relevant data to confirm the identities of individuals whose personal information was potentially involved for the purpose of notifying those individuals. While Red Roof found that certain data was copied, Red Roof does not have any evidence indicating that any personal information has been misused for identity theft or fraud in connection with this incident.

Upon becoming aware of the unauthorized activity, Red Roof immediately implemented measures to further improve the security of Red Roof's information technology systems and practices, including implementing software and hardware to prevent, detect, and respond to unauthorized activity, reconfiguring its network architecture, resetting and strengthening passwords, implementing new risk management protocols, and adopting new network access policies.

Office of the New Hampshire Attorney General

December 8, 2023

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Red Roof has determined that the incident involved the personal information of 94 New Hampshire residents. Written notification to the affected individuals is being provided by Red Roof, which includes an offer for of cost-free credit monitoring. This notification is being sent to the impacted residents via regular mail today, December 8, 2023. A sample copy of that individual notice is attached for your review.

Please feel free to contact me with any questions at

Sincerely,

OCTILLO

Daniel P. Greene, Esq.

Certified Information Privacy Professional, United States (CIPP/US)

Certified Information Privacy Professional, Europe (CIPP/E)

Encl.



P.O. Box 989728  
West Sacramento, CA 95798-9728

<<First Name>> <<Last Name>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip>>

December 8, 2023

<<Variable Header>>

Dear <<First Name>> <<Last Name>>,

We are writing to inform you that we, Red Roof ("Red Roof" or "we") experienced a data incident on September 23, 2023 ("Incident") that potentially involved your personal information ("Information"). This letter provides you with information about this Incident, our response, and information on where to direct your questions. Additionally, we have provided steps you can take to protect your Information, including the ability to enroll in credit monitoring services that we are offering free of charge for twenty-four (24) months.

### **What Happened?**

On September 23, 2023, Red Roof detected suspicious activity within our systems and immediately began an investigation. The activity was soon identified as bearing the hallmarks of a ransomware attack, including the encryption of a limited subset of Red Roof data. Upon discovery, we immediately took the affected systems offline and began working to remedy the situation, including resetting passwords and reporting the situation to federal law enforcement. As a result of our incident response measures, we successfully confined the unauthorized access to only a small number of systems compared to our overall infrastructure.

Red Roof's investigation found that an unauthorized actor gained access to a limited number of Red Roof's systems before deploying ransomware. The investigation was also able to confirm that a limited amount of data was copied from Red Roof's network. Accordingly, Red Roof analyzed the relevant data to confirm the identities of individuals whose Information was potentially involved for the purpose of sending this notification. There is currently no indication that any Information has been misused for identity theft or fraud in connection with this Incident.

### **What Information Was Involved?**

Red Roof's investigation determined that the copied data included the following categories of your Information:

### **What We Are Doing.**

Upon becoming aware of the unauthorized activity, we immediately implemented measures to further improve the security of Red Roof's information technology systems and practices, including implementing software and hardware to prevent, detect, and respond to unauthorized activity, resetting and strengthening passwords, implementing new risk management protocols, and adopting new network access policies. We worked with leading cybersecurity experts to aid our investigation and response, and we reported this incident to relevant government agencies and law enforcement.

In addition, we are offering identity theft protection services through a data breach and recovery services expert, IDX, a ZeroFox Company. IDX's identity protection services include: of credit monitoring and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

**What You Can Do.**

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors.

You can also enroll in the credit monitoring and identity protection services that we are offering at no cost to you, by calling 1-888-566-6357, going to <https://response.idx.us/RedRoof>, or scanning the QR image and using the Enrollment Code provided above. You will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter. Please note the deadline to enroll is March 8, 2024.

**Other Important Information.**

Please review the "Information about Identity Theft Protection" section included with this letter, which provides additional information about steps you can take to protect your Information.

**For More Information.**

Our Red Roof community is our first priority. We take this Incident and the security of information in our care seriously. If you have additional questions, you may call our toll-free assistance line at 1-888-566-6357 Monday through Friday from 9 am – 9 pm Eastern Time.

Sincerely,

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Nicholas Kolitsos Associate General Counsel  
Encl.



## INFORMATION ABOUT IDENTITY THEFT PROTECTION

### Contact information for the three nationwide credit reporting agencies:

**Equifax**, PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111

**Experian**, PO Box 2104, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742

**TransUnion**, PO Box 2000, Chester, PA 19022, [www.transunion.com](http://www.transunion.com), 1-800-888-4213

**Free Credit Report.** It is recommended that you remain vigilant against incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every \_\_\_\_\_ from each of the three nationwide credit reporting agencies.

To order your annual free credit report please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

**Fraud Alert.** You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

**Security Freeze.** Pursuant to 15 U.S.C. § 1681c-1, you may obtain a security freeze on your credit report, free of charge, to protect your privacy and ensure that credit is not granted in your name without your knowledge. You may also submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report, free of charge, or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

The security freeze will prohibit a consumer reporting agency from releasing any information in your credit report without your express authorization or approval. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. When you place a security freeze on your credit report, you will be provided with a personal identification number, password, or similar device to use if you choose to remove the freeze on your credit report or to temporarily authorize the release of your credit report to a specific party or parties or for a specific period of time after the freeze is in place.

To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

**Federal Trade Commission and State Attorneys General Offices.** If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.ftc.gov/](http://www.ftc.gov/), 1-877-IDTHEFT (438-4338).

**For California and Wyoming Residents:** This notification was not delayed as a result of any law enforcement investigation.

**For Colorado Residents:** You can obtain information from the federal trade commission and the credit reporting agencies about fraud alerts and security freezes.

**For District of Columbia Residents:** You can obtain information about steps to take to avoid identity theft from the Federal Trade Commission (contact information above) and The District of Columbia Office of the Attorney General, 400 6th Street NW, Washington, D.C. 20001, [consumer.protection@dc.gov](mailto:consumer.protection@dc.gov), <https://oag.dc.gov/> (202) 442-9828.

**For Illinois Residents:** You can obtain information from the credit reporting agencies and the Federal Trade Commission about fraud alerts and security freezes (contact information above).

**For Iowa Residents:** You are advised to report suspected incidents of identity theft to your local law enforcement or the Iowa Office of the Attorney General, 1305 E. Walnut Street, Des Moines IA 50319, [consumer@ag.iowa.gov](mailto:consumer@ag.iowa.gov), 1-888-777-4590.

**For Maryland Residents:** You may obtain information about steps you can take to avoid identity theft from the Federal Trade Commission (contact information above) and the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us](http://www.oag.state.md.us), 1-888-743-0023.

**For Massachusetts Residents:** You have the right to obtain a police report if you are a victim of identity theft.

**For New Mexico Residents:** Consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**For New York Residents:** You may obtain information regarding security breach response and identity theft prevention and protection information from the Federal Trade Commission (contact information above) and the New York Office of the Attorney General, Office of the Attorney General, The Capitol, Albany, NY 12224-0341, <https://ag.ny.gov>, 1-800-771-7755.

**For North Carolina Residents:** You may obtain information about preventing identity theft from the Federal Trade Commission (contact information above) and the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Main Service Center, Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), 1-877-566-7266.

**For Oregon Residents:** You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Office of the Attorney General, 1162 Court Street NE, Salem, OR 97301, <https://www.doj.state.or.us/>, (503) 378-6002.

**For Rhode Island Residents:** You have the right to file or obtain any police report in regard to this incident. The number of affected Rhode Island residents is 62.